

## KEEP CATAWBA COUNTY BEAUTIFUL HOLDS ANNUAL MEETING



On June 7, 2007, Keep Catawba County Beautiful (KCCB) held its annual meeting. KCCB was officially formed as an affiliate of Keep America Beautiful on October 31, 2007. KCCB's basic mission is to "make a positive difference by promoting education and responsible behavior regarding littering, recycling, proper solid waste management, and beautification through positive individual and community involvement".

At the annual meeting, the accomplishments made by KCCB committees toward first year goals were announced. You may scroll down to page 2 and 3 if this report to see those accomplishments. The results of the election of new Board members were made public, and plans for an additional goal-setting session for the Board of Directors were set.

The 2007-2008 Keep Catawba County Beautiful Board of Directors is as follows:

From the government sector: Lee Worsley, Lance Hight, Angie Harris, and Steve Miller

From the business sector: Jennifer Helton, LaDonna Bolton, Dean Proctor, and Robin Martin

Citizen volunteers: Lora Dellinger, Henry Helton, Sandy Luney, and Jim Fulton

All members of the Board were elected unanimously, The Board also elected its officers for the coming fiscal year:

President – Dean Proctor

Vice President – Steve Miller

Treasurer – LaDonna Bolton

Secretary – Henry Helton

The KCCB Board of Directors will hold a goal-setting session, and an orientation for new board members, on July 10, 2007. Though this meeting is for the Board of Directors alone, anyone may provide a suggestion to the Board of Directors for consideration during their goal-setting.

# **2006-2007 KCCB Goals and Accomplishment Report**

## **June 7, 2007**

### **Education Committee Goals:**

1. By Earth Day 2007, visit all elementary schools in Catawba County to promote KCCB
  - a. Thank teachers and staff for helping to guide youth to be stewards of our environment
  - b. Continue relationships begun by Litter Task Force
  - c. Provide updated materials, including lesson plans

### **Accomplishments:** (completed)

All schools were visited before Earth Day!

- 25 schools visited by 6 volunteers (including Catawba Intermediate and Conover School)

In addition:

- Needs assessment survey (past, present, future efforts)
- Followed up with e-mail reminder
- Results of survey will be provided for consideration at Board's goal-setting session

### **Litter Prevention Committee Goals**

- 1) Increase participation in NC DOT's Adopt-A-Highway program by 25% by October 31, 2007
- 2) Initiate a localized "Adopt-A-" program for city streets, parks, and neighborhood roads
- 3) Promote the addition of waste and recycling containers
  - a) In at least 10 public locations
  - b) In at least 5 commercial locations

### **Accomplishments:**

#### **1. Adopt-A-Highway:** (pending)

Letter and response form sent to 82 current AAH contracts

- Re-establish contact and determine status
- Follow-up with non-responders initiated

Committee members working to develop materials to promote AAH program to:

- Local churches/places of worship
- Civic, professional, and fraternal organizations

"Chamber Chat" on WHKY used to promote AAH to local businesses

#### **2. "Adopt-A-":** (pending)

Committee co-chair currently working for City of Newton to establish such a program

- Potential to expand this model to other municipalities

#### **3. Waste Receptacles:** (pending)

KCCB members assisted in placing improved recycling receptacles at Riverbend and Bakers Mountain county parks

- Committee co-chair and GDS representative working to examine future possibilities
- Conover Wal-Mart has placed recycling containers for plastic bags at request of Board President

## Public Relations Committee Goals

1. Establish a Speaker's Bureau by March 1, 2007
  - Including the development of a PowerPoint presentation
2. Increase public awareness of KCCB through various media and promotional outlets

## Accomplishments:

### 1. Speaker's Bureau: (completed and ongoing)

7 presentations to over 135 citizens

- United Arts Council Executive Directors
- Fred T. Foard High School
- Newton-Conover High School – AVID
- Bandys High School
- St. Stephens High School
- Bunker Hill High School - AVID
- KCCB education committee volunteers
- Upcoming presentation: June 14 – Hickory Rotary Club

### 2. Media Promotion: (completed and ongoing)

Newspaper articles:

- Observer News Enterprise (twice)
- Hickory Daily Record
- Catawba County Spirit
- Lake Norman Times

Radio interviews:

- WHKY (twice)
- WNNC

Television:

- WHKY TV News at 5:30 and 10:00

Public/school events:

- Hickory GoGreen Earth Day event
- Newton May Fest
- Hickory Day School Earth Day festival
- Maiden Elementary Career Day